



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.

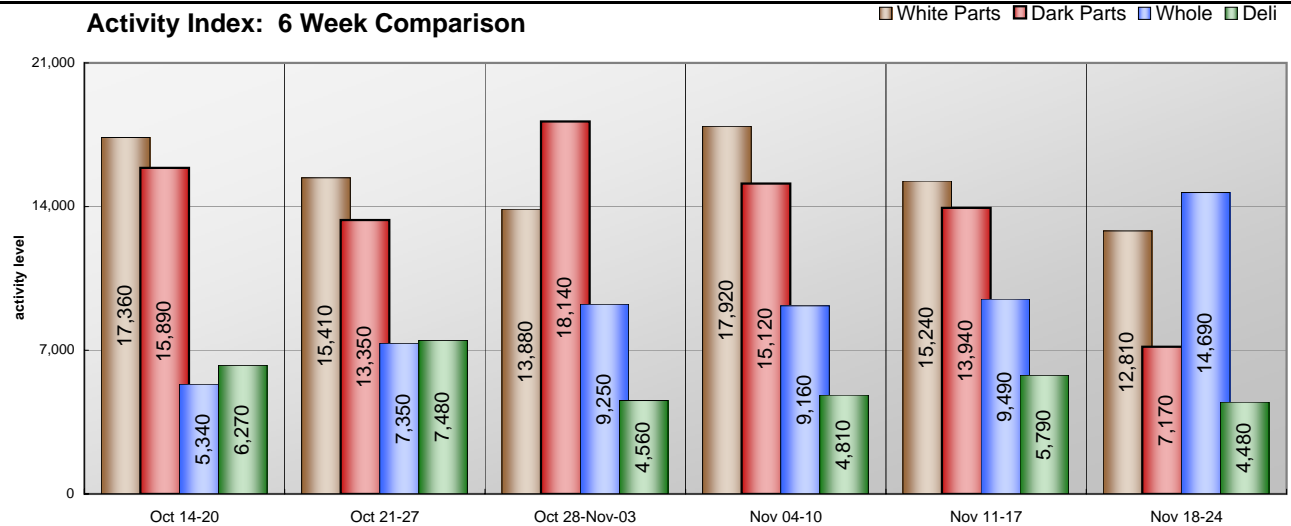
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 18, 2005

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	76.9% of 16,700 outlets		87.1% of 16,700 outlets	
Special Rate 2/	6.8%		9.5%	
Activity Index 3/	39,210		45,070	
	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRD:</b>				
bagged fryer	960	1.07	3,680	0.94
cut-up fryer	480	1.37	1,040	1.28
bagged roaster	9,270	1.19	3,920	1.04
cornish hen	3,980	1.99	850	1.90
<b>DELICATESSEN:</b>				
<b>Whole Rotisserie:</b>				
< 2 lbs.	3,350	5.18	2,910	5.13
2.1-3.0 lbs.	520	7.09	640	7.16
Fried Chicken 8-Pc	610	5.80	2,240	6.10
<b>PARTS:</b>				
<b>Bnls/Sknls Breast</b>				
regular pack	4,100	2.96	4,420	3.34
value pack	1,770	2.76	1,830	2.21
thin sliced	1,240	4.05	1,240	4.16
<b>Breast Tenders</b>				
regular pack	2,480	3.42	2,360	3.42
value pack			20	1.99
<b>Split, bn-in Breast</b>				
regular pack	1,650	1.50	2,630	1.62
value pack	530	1.08	1,620	1.33
<b>Whole Wings</b>				
	1,040	1.90	1,120	1.51
<b>Leg Quarters</b>				
	1,130	0.89	1,380	0.73
<b>Legs</b>				
	450	1.04	180	1.15
<b>Thighs</b>				
regular pack	1,160	1.04	2,230	1.12
value pack	1,080	1.06	3,010	0.98
<b>Drumsticks</b>				
regular pack	1,430	1.19	2,320	1.13
value pack	1,180	1.10	2,770	0.99
<b>Bnls/Sknls Thighs</b>				
regular pack	740	2.31	1,720	2.08
value pack			330	2.86
<b>Combo Packs (9 pc)</b>				
drum-thigh-breast			600	1.85
drum-thigh-wing	60	1.49	10	1.39

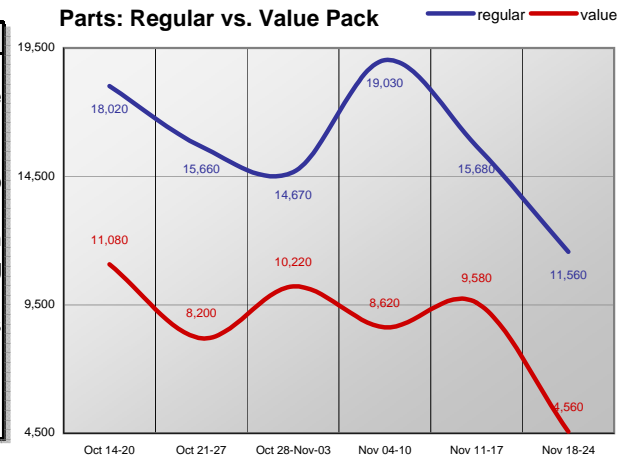
## Activity Index: 6 Week Comparison



## Chicken Featuring - 11/18 thru 11/24

The National Summary is lower in all categories compared to the past period. Whole body product, especially roasters, Cornish, and rotisserie have risen sharply in offerings to holiday buyers. White meat parts, with the exception of split breast are close to last weeks volume, but reflect unchanged to mostly lower prices. Thighs and drums are trending higher on price but lower on volume. Legs and leg quarters are mixed, and wings are holding about steady on offerings but sharply higher on price. Thanksgiving ads have consumers attention at all locations as the holiday week approaches.

## Parts: Regular vs. Value Pack



## Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
<b>Feature Rate 1/</b>	<b>93.9% of 3,800 sampled outlets</b>				<b>51.7% of 5,000 sampled outlets</b>				<b>91.9% of 2,400 sampled outlets</b>			
<b>Special Rate 2/</b>	<b>28.2% of stores w/ no-price promotions</b>				<b>0.4% of stores w/ no-price promotions</b>				<b>2.1% of stores w/ no-price promotions</b>			
<b>Activity Index 3/</b>	<b>Activity Index = 17,110</b>				<b>Activity Index = 5,630</b>				<b>Activity Index = 4,440</b>			
<b>WHOLE BIRD:</b>	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.29		620	1.00	0.77 - 0.98		30	0.95	0.99 - 1.29		170	1.19
cut-up fryer	0.89 - 1.29		230	1.23	0.89			0.89				
bagged roaster	0.99 - 1.99		2,510	1.21	0.89 - 1.29		1,710	1.04	0.89 - 1.99		1,630	1.20
cornish hen	1.49 - 2.29		1,530	1.88	1.79 - 2.50		330	1.95	1.29 - 2.17		260	1.92
<b>DELICATESSEN:</b>												
<b>Whole Rotisserie:</b>												
< 2 lbs.	0.99 - 5.99	each	1,580	4.76	4.49 - 5.99	each	1,130	5.83	3.99 - 5.99	each	300	4.76
2.1-3.0 lbs.	8.99	each	130	8.99	4.99	each	110	4.99	6.99	each	190	6.99
<b>Fried Chicken 8-Pc</b>	5.99 - 6.00	each	160	5.99	5.99	each	280	5.99	5.98	each	10	5.98
<b>PARTS:</b>	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack	1.88 - 4.49	1.79 - 3.99	1,730	2.55	2.99 - 3.99	1.29 - 2.99	280	2.82	1.97 - 1.99	1.99	280	1.98
value pack	1.88	1.68 - 2.49	650	2.05		1.68	20	1.68	1.99	1.49 - 1.99	240	1.83
thin sliced	3.99 - 4.99	3.99 - 4.19	750	4.12					1.97		140	1.97
<b>Breast Tenders</b>												
regular pack	3.99	3.49 - 3.99	680	3.89	1.99	3.49	250	2.39	1.97 - 2.99	1.99	170	2.05
value pack												
<b>Split, bn-in Breast</b>												
regular pack	0.79 - 2.69		160	1.28	0.79 - 1.59	1.19 - 1.49	720	1.45	0.79 - 1.69	1.89	540	1.33
value pack		0.99	310	0.99	0.99	1.49	140	1.22	1.59	0.99	80	1.20
<b>Whole Wings</b>	1.49 - 2.49	1.99	730	1.87	2.49		50	2.49				
<b>Leg Quarters</b>	0.69 - 0.79		400	0.74		0.68	200	0.68	0.99		110	0.99
<b>Legs</b>	0.99	0.99 - 1.39	450	1.04								
<b>Thighs</b>												
regular pack	0.79 - 1.39	0.99 - 1.59	1,020	1.03		0.99	40	0.99		0.99	20	0.99
value pack		0.69 - 1.39	720	1.02		1.19	80	1.19	0.98 - 1.19	0.88 - 1.39	140	1.05
<b>Drumsticks</b>												
regular pack	0.99 - 1.39	0.99 - 1.79	1,280	1.18		1.29	70	1.29				
value pack	0.99	0.88 - 1.79	740	1.10	0.99	1.19	120	1.12	0.98 - 1.19	0.88 - 1.39	160	1.04
<b>Bnls/Sknls Thighs</b>												
regular pack	1.99	1.99 - 2.49	670	2.32		2.29	70	2.29				
value pack												
<b>Combo Packs (9 pc)</b>												
drum-thigh-breast												
drum-thigh-wing		1.49	60	1.49								

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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Fri. Nov 18, 2005

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
<b>Feature Rate 1/</b>	<b>77.0% of 2,600 sampled outlets</b>				<b>84.1% of 2,000 sampled outlets</b>				<b>88.7% of 900 sampled outlets</b>			
<b>Special Rate 2/</b>	<b>0.0% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>			
<b>Activity Index 3/</b>	<b>Activity Index = 4,430</b>				<b>Activity Index = 4,800</b>				<b>Activity Index = 2,800</b>			
<b>WHOLE BIRD:</b>	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer					0.68			0.68	0.68 - 1.29		140	1.23
cut-up fryer					1.49		250	1.49				
bagged roaster	0.89 - 1.49		1,350	1.07	0.99 - 1.49		1,590	1.45	0.99 - 1.49		480	1.07
cornish hen	1.69 - 2.50		530	2.10	1.49 - 2.79		1,080	2.16	1.36 - 2.50		250	1.82
<b>DELICATESSEN:</b>												
<b>Whole Rotisserie:</b>												
< 2 lbs.	4.49 - 5.99	each	340	5.34								
2.1-3.0 lbs.	6.99 - 7.49	each	90	7.10								
<b>Fried Chicken 8-Pc</b>	4.99 - 7.99	each	160	5.25								
<b>PARTS:</b>	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack	1.89 - 3.99	3.99	870	3.21	5.29		250	5.29	4.49	1.99 - 3.49	690	3.27
value pack		1.99	80	1.99	4.99	1.99 - 2.99	680	3.89	2.99	1.99	100	2.84
thin sliced	1.97		30	1.97	4.99		320	4.99				
<b>Breast Tenders</b>												
regular pack	1.97 - 4.99		840	3.40	4.99		320	4.99		1.99	220	1.99
value pack												
<b>Split, bn-in Breast</b>												
regular pack	1.29 - 1.79		60	1.48					2.49		170	2.49
value pack												
<b>Whole Wings</b>		1.49	80	1.49		1.49	40	1.49	2.29	1.49	140	2.20
<b>Leg Quarters</b>					0.99		250	0.99	1.29		170	1.29
<b>Legs</b>												
<b>Thighs</b>												
regular pack									1.19		80	1.19
value pack									1.19		140	1.19
<b>Drumsticks</b>												
regular pack									1.19		80	1.19
value pack						0.59	20	0.59	1.19		140	1.19
<b>Bnls/Sknls Thighs</b>												
regular pack												
value pack												
<b>Combo Packs (9 pc)</b>												
drum-thigh-breast												
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